

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III. NEW YORK, NOVEMBER 19, 1890. NO. 21.

Looking Backward

Many a firm that never gave such an expenditure serious thought a few years ago, now counts its Newspaper Advertising appropriation as one of its most necessary (and most profitable) outlays.

Is there a hint
here for you?

Looking Forward

Many a firm that now says "there is nothing in Newspaper Advertising for us," will find within the next few years that there has been much in it for others in the same line.

Is not *now* your
opportunity?

Our experience and advice are available to intending
advertisers without charge.

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

The Circulation of
The Ladies' Home Journal



is now a full half million (500,000) copies each issue, of which not less than four hundred and fifty thousand (450,000) represent to-day our paid circulation; the fifty thousand (50,000) extra copies are printed to supply the demand of subscribers and newsdealers for several months to come; also, our exchange list, copies for advertisers, and such sample copies as may be called for by our regular canvassing agents.

Our Subscription List represents an intelligent class of families who have paid for the JOURNAL solely for its merits alone at the full, regular price, no free gift or premium of any sort ever being used as an inducement to become a subscriber; neither do we club with any other publication at a cut price.



The JOURNAL sells for ten cents per copy; is handsomely printed, elegantly illustrated, and is filled sometimes months in advance with the best class of advertisers; rate \$2.50 and \$3.00 per line each insertion.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III.

NEW YORK, NOVEMBER 19, 1890.

No. 21.

ADVERTISING SIGNS.

It's really quite bewildering, whene'er I take a walk
Around these two big villages of Brooklyn and New York :
Great advertising signs I see, stuck up in every place,
And even in the railroad cars they stare me in the face !
The fences, walls, and gable ends of houses, now proclaim,
In great, big painted letters, many articles of fame.
The street-cars, and the trains that run on elevated roads,
Have also fallen victims to these advertising modes !

If up the elevated stairs some morning you should climb,
There's *Royal Baking Powder* gazing at you all the time,
And ere you've reached the ticket box, with weary steps and slow,
You see the invitation to the world to *Eat H-O*.
Before you make an oat of this, another sign denotes
That to enjoy your breakfast you must *Eat the Quaker Oats*!
And as you cross the platform to secure a cosy seat,
Good morning—have you used Pear's Soap? your eye is sure to meet !

When seated in the train, and on your journey, you may fail
To read those stupid "ads" of *Grattan's Belfast Ginger Ale* ;
But should you read them, when their style is giving you the chills,
Some chimneys you will pass suggest the remedy—*Tutt's Pills* !
In vain you turn your eyes away, they act just like a lens
To photograph within your mind—*Spencerian Steel Pens*.
One notice—of the *Pittsburgh Lamp*—sounds very cute and arch,
The while its neighbor advocates *Electric Lustre Starch* !

While gazing from the window to the housetops, there are seen
Innumerable illustrated records of *Pearline*,
And the old familiar legend, now so widely understood,
That all the year *Hood's Sarsaparilla* purifies the blood,
That yarn about *Castoria*, for which "the children cry,"
In every advertising space is sure to meet the eye.
And there's *Van Houten's Cocoa*, "once tried and always used"—
Those signs which surely every day by millions are perused.

Whichever way you turn your face, an "ad" you're sure to see
Of *Adams' Tutti Frutti*, or the *Great Atlantic Tea*.
Wolff's Acme Blacking takes its place alongside *Reckitt's Blue*,
And *Carter's Little Liver Pills* present themselves to view.
While *Dr. Harter's Cherry Bitters* look from gable ends,
And *Royal Ball Blue's* pretty sign from groceries depends,
On elevated stations *Colgate's sweet Cashmere Bouquet*,
On most artistic boards, confront you every time of day.

I often think how desert-like the city would appear
If lacking those instructive signs of *Yuengling's Lager Beer*.
And oh ! in what a gloomy state the people would be buried
Without those bright announcements of the *New York Sunday World* !
The more I study up the thing, the more I feel amazed
That people ever should deny that advertising pays.
It seems to me that in the rank of money-making lines,
We ought to class the business o. the advertising signs !

JOHN S. GREY.

CANADA AS AN ADVERTISING FIELD.

inches and its populous and progressive older provinces, can be merely scratched—not cut into deeply within the limits of a short newspaper article. First, as to the field, which must be furrowed by the plowshare of the press and sown broadcast with the good seed of its preponderating French element in the advertiser in order to reap the golden grain of trade.

A topic so complex as advertising in its relation to a country so varied and heterogeneous in productions, requirements and people as is Canada, with its own broadcast with the good seed of its preponderating French element in the advertiser in order to reap the Quebec, its sparsely settled newer prov-

The French-speaking districts, as more generally circulated and more painstakingly read than their compatriots of the United States. Newspaper competition is keen, as may be judged from the fact that the city of Toronto alone has no less than six daily newspapers ranging in circulation from 15,000 to 30,000.

Advertising rates here are lower, *ceteris paribus*, than in the United States. Canadian publishers have been frequently victimized by fraudulent advertisers, and the financial standing of a concern is somewhat influential in the matter of discounts when the manager talks business.

As to typography and appearance, our better-class papers compare very favorably with those of the United States; but the country weeklies, while numbering many creditable representatives of the class, are too often not all that could be desired, yet they have proved extremely profitable to many foreign advertisers who have used them.

It is claimed, and not without show of reason, that a selected list of the leading papers of Canada will cover all the desirable ground; and while to a certain extent this may be true it is very certain that many of the most successful and flourishing concerns make profitable use of the country weeklies, and it is probable that a judicious combination of both channels will be found most fruitful in results. There must be a *raison d'être* for the country weekly, and the reason to advertise is identical with the reason to be.

In conclusion, there is probably no civilized country under the sun where advertising does not pay. In the seductive and alluring language of the seed catalogue, advertising is a hardy perennial, of vigorous growth and a most prolific bearer. Canada does not attempt to prove the rule by forming an exception. Advertising pays here, and pays well, always provided that there is merit in the article advertised, skill in the public presentation of its claims, and business energy and judgment to back it up. However good in itself the advertising may be, it cannot stop leaks and losses and win success for an ill-managed concern.

JOHN R. ALLAN.

The tastes of the people are refined, and their requirements such as a high state of civilization and development predicates. Musical instruments, music, magazines, periodicals, books, art goods of all varieties, etc., may be profitably advertised. Household specialties, novelties, patent medicines, toilet articles, food products and manufactures of every description find ready sale; but the profit is, in most cases, small, because of the duties payable on imported manufactures.

To take advantage of the market Canada offers, the establishment of branch manufactories here is necessitated, Canada being under a protective tariff. It may, therefore, be concluded that the field is a valuable and productive one, but that, as in all other fields, the requisite knowledge of its nature and extent must be brought to bear in its cultivation; and that, as it is a protected field, one must get inside to work it successfully. In support of this the phenomenal success of the *Ladies' Home Journal* in Canada need only be mentioned as an instance. Periodicals being exempt from duty, it has been able to take full advantage of the field, while those who have advertised dutiable goods have been so handicapped as to be practically out of the race.

Secondly. How to reach the people. Newspapers first, of course; and here it may be noted that Canadian newspapers are, as a rule, more influential,

THE right of the advertiser to know the measure of his purchase in circulation is no less than the right of the publisher to know the weight of print paper received from the mill.—*Ex.*

STRAY SHOTS.

A manufacturer wanted to advertise. He sent for me. He was in the soap business. Like many advertisers, he did not know what he wanted himself; after a little preliminary conversation, I asked him what his profit was. About one dollar a box. How much did he intend to spend in advertising? "Well, if we could make a sale of 100,000 boxes, we wouldn't mind spending \$50,000 the first year." "Don't you think you expect too much from the advertising business? I have a great faith in its powers, but I really think you are looking at the matter rather unreasonably. What other business can you point out in which you would even venture to expect the return of your entire investment with 100 per cent profit on it in the first year?" "Oh! well," he said, "probably we would be willing to spend \$75,000 on it." "I still think you are wrong," I replied; "you expect to get back your entire investment the first year, with a clear profit of 33½ per cent, and an established business. If I were in your place I would be willing to spend \$110,000 to secure a sale of 100,000 boxes, because, if I stopped advertising, the first sixty days would return the extra 10,000, secure me a profit equal to the interest on the money, and leave an established business in my hands." Now, as I had him running I kept him going, and before he could answer me I continued, quickly, "Indeed I would be willing to spend \$200,000 a year in advertising if it would secure the introduction, annually, of 100,000 boxes sold at a profit of \$1.00 per box; because, if I continued in that course for three years and had then invested \$600,000, I would consider the money as *invested*, and feel abundantly satisfied with the annual return. The established business paying a net profit of \$100,000 per annum, after the third year, would be a splendid result, probably salable to some English syndicate at a round million! He is still looking for an advertising man.

* * * * *

Frank Siddall always laughed at the idea that advertising was an expense. He said that the newspaper men put his advertisements in, brought him orders to the extent of one thousand dollars, and then took a modest commission for having arranged the transaction.

The catalogues of the Berkeley School are before me. One of the reasons to which its success is therein ascribed, reads: "Fourth, to the avoidance of all 'advertising'"—yet the very pamphlets before me, four in number, are splendid specimens of the printer's, binder's and artist's skill, and the school has published the Berkeley *Folio* since 1877 (24 pages and cover), yet it decries advertising. But when the science of attracting public attention rises to its higher planes, it probably becomes an art, a social address, statecraft, or some such metamorphosis. But in fact, every man—Greek or modern—who pays for his own "bust," is advertising.

ARTEMAS WARD.

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"SOMETHING NEW."

Never since people began to advertise has there been so much of a premium upon novelty in advertising as at present.

Yet the same thing might have been said of almost any period in the past; for the growth of an art means the reduction of its possibilities by competition.

There is a very general feeling among advertisers and the writers of advertisements that it is about impossible to get up anything really new in the way of a newspaper announcement.

While it is true that "there is nothing new under the sun," there is as yet no evidence that all of the possible new combinations in advertising have been exhausted. Each year sees some genuine novelty evolved, though, of course, the further we go, the more difficult it becomes to get out of beaten paths.

As long ago as 1875 a writer on advertising said: "There is, after all, not much opportunity for the display of novelty in advertisements, nowadays."

Looking back from our present eminence upon all that has been done since then, we can afford to smile at this expression of opinion. Experience teaches that a future generation will regard us in the same way. No doubt as great progress will be made in the future as in the past.

There need be no fear about the production of novelties. They are certain to come, and the only question at stake is: Who will be the men to produce them and who will be the business houses to profit by them? J. I. R.

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THE NEWSPAPER AFFIDAVIT LIAR.

(Unidentified Poet.)

The snake liar and the fish liar, both bowed
in their gray old age,
Came traveling back from their journeys
wide, from their earth-wide pilgrimage;
A tear drop stood in the snake liar's eye, and
the fish liar groaned in pain,
And a death-like look of infinite grief came
over the face of the twain.

"I cannot compete with the modern liar," the
sad-eyed snake liar said,
"In its limitless length and breadth and depth,
and I wish that I were dead:
For I stand rebuked with a shame-faced look
'neath the triumphant gaze of the eye
Of the newspaper affidavit liar, with his circu-
lation lie.

"For the snake liar and the fish liar and the
horse liar own his sway,
And the easy-going liars who work by the
job, and the liars who work by the day;
The traveling liar, old inhabitant liar, and
liars of low degree,
And liars who lie for the fun of the thing, and
liars who lie for a fee.

"The horse liar, the peach-crop liar, the sea-
serpent liar and all,
With the wide, untraveled wastes of cheek
and their soulless seas of gall,
All bend the knee to the sceptered sway of
this crown and peerless one,
And the father of lies looks tenderly down on
his most accomplished son!"

ADVERTISING BY PRIMERS.

Some one has called the handbill the chestnut in advertising. The same remark applies to circulars, although the latter have a legitimate and indisputable position in the system of advertising.

The objection to the circular, therefore, is not so much in its theory as in its form. The very name of "circular" carries with it prejudice to many people, simply because this particular form of the announcement has been abused.

What is needed is a new name and a new form for the hackneyed circular. One step in this direction was the "primer," an idea which has already become familiar to the casual reader of newspapers.

What is the advertising primer?

Its character is largely indicated in its name. So far as it is possible to define it, the primer is a pamphlet designed to supplement newspaper advertisements, and varies in size from a four or eight-page leaflet, 2x3 inches in size, to a pretentious work of forty or even fifty pages 5½x7 inches. It is a part of the theory of the primer that it shall be well printed and of such character as to answer the questions likely to arise in the mind of the reader of the

newspaper "ad." When used in the advertising sense, the word primer does not necessarily imply an elementary text-book. Some primers have been issued (in the interest of a technical business) which require a liberal education in certain branches of science to understand.

The advertising primer in its present form is a comparatively recent outgrowth. If not actually the invention of John Wanamaker's former manager, J. E. Powers, the idea has been made practically his by his extensive use of it. All told, Mr. Powers has gotten up over one hundred of these pamphlets for various business houses. The title page from one of the best and most elaborate of these is given below:

**THE ONE THING NOT TO RE-
GARD AT ALL IS THE PRICE
PER GALLON.**

*All men are wrong about something.
A few have found out that the coal they
burn at one end of their plant and the
power they get at the other depend on
the oil they use between. The red treat
oil as a trifles.*

*It is a trifles as to its cost; it is not a
trifles as to its consequences. What those
consequences are is clearly set forth in
this book.*

VACUUM OIL COMPANY,
ROCHESTER, U. S. A.

This, of course, has been considerably reduced in size in order to bring it within these columns.

The primer from which this is taken contains 32 pages besides a cover, is printed on heavy paper and bound with a red cord. Throughout the book, side-notes, set in smaller type, render the perusal easier and enable the reader to get an intelligent idea of the general scope of the work.

Another pamphlet issued in 1888 by the Kansas City Investment Company bears the title, printed in red ink on a yellow cover :

***How to Make the
Most of Prosperity.***

There is simply this and nothing more. Turning to the first page, how-

ever, the reader finds the following pointed advice :

Put Your Money on Growing Property.

The work is divided into short, pithy chapters for easy digestion. A sample page will give an idea of its construction :

THE HIGHER RATE WEST.

What causes the higher average rate of interest West?

The answer is short—The quicker and surer profits of business there.

To illustrate: Kansas City is the port of the whole middle West, the outlet and source of supply of Kansas and much of the region West, Northwest and Southwest; a vast country, so rich with its half-dozen products that, with them, it buys all the products of the East, of Europe and of the Orient. Kansas City is where this exchange takes place for a country much larger than all New England and the Middle States together.

Omaha takes similar care of the belt next North; and Dallas, the new, almost unheard-of largest city of Texas, provides for the belt next South.

The size of this primer is $4\frac{1}{2} \times 6$ inches, the type matter occupying a space $2\frac{1}{4} \times 4$ inches. The value of generous margins, good paper and good printing in gaining a perusal for the book is apparent. To insure these qualities implies considerable extra outlay. Yet it cannot be construed as wastefulness. Behold the result : The advertiser exercises more care in distributing the primers than he would in the case of cheap circulars. So those who are not interested in the subject the advertiser has to present are saved considerable annoyance, and those who really are interested have the matter brought before them in the most attractive and agreeable manner. Who can doubt the wisdom of such a course?

Cheap circulars in these days are a clear case of saving at the spigot and wasting at the bunghole.

Aside from typographical beauty and novelty, the primer commends itself ; its similarity to a book will not merely save it from finding an early resting-place in the waste-basket, but in many instances will cause it to be preserved indefinitely. Naturally, when the pub-

lic becomes thoroughly used to the idea, the advertising primer will lose much of its value. When that time comes it will be well to look around for another substitute for the unpopular circular. For the present, many shrewd advertisers are making good use of it in connection with their regular newspaper advertising.

CHARLES H. EASTMAN.

A WAY TO UTILIZE ADVERTISEMENTS.

One of the most successful of New York importing merchants, in a letter to the *Electrical World*, thus tells of the use of advertisements in newspapers : "I run systematically over each item from the first to the last page, including every advertisement, and make notes of points of interest, and then converse with my respective assistants regarding the advisability of making either a change in the style of a certain class of goods, or of laying in a stock of some new articles just advertised, or of endeavoring to secure the trade of a newly-organized company, and so on. Then every new name is carefully noted under a proper heading in our address book and correspondence is opened at once, and when one of our traveling men visits that point he collects all the available information regarding the prospects and financial standing of the party in question, and an abstract of his report is entered opposite the name in the address book. Thus we can quickly form an opinion regarding the advisability of holding their trade. Of course, it takes time to go through a large journal thoroughly, but it is time well spent."

ADVERTISING is like a patent medicine. If a patient gets hold of a humbug and fails to receive benefits from the first bottle, he immediately adopts the theory that all patent medicines are worthless, though he may have been doctoring for the pip when he had pneumonia. So it is with the advertiser ; if his first experiment is in an unworthy medium he becomes an enemy of all advertising mediums. Poor papers, with limited circulation, generally succeed in cutting their own throat, beside educating men who would like to advertise into not advertising because their experience has been unprofitable. — *La Salle (Ill.) Journal.*

HIGH ART FOR ADVERTISING.

Doubtless many persons having no particular reverence for art have been shocked at the spectacle of rude chromos of Millet's famous "Angelus" displayed in grocers' windows as premiums to buyers of a certain brand of washing soap. It may be said that this subordination of a great work of art to commerce is not only a bad picture, but is also in some measure an injustice to the original artist, although the reproduction may be so far removed from the original as to be but a wretched caricature.

The fate of "The Angelus" is not unlike that of many other famous pictures. The two cherubs that are seen at the base of "The Sistine Madonna," by Raphael, have been reproduced in many forms for advertising purposes. They served as the suggestion for a picture of Robson and Crane peeping over a wall in a poster for "The Two Dromios," and have also been utilized for companion cats and dogs.

Gerome's famous picture of "The Chariot Race" was long used as the basis of a theatrical poster for John McCullough's "Spartacus." The charming picture, "My Dog and I," by a Munich artist, representing a child sitting on a plank stretched over a stream, has been utilized in a hundred ways. One of the latest acts of vandalism in regard to it was to put a plaster on the child's back and use it as an advertisement for a patent plaster.

Some time ago Frith, the English artist, had a legal contest with an English merchant who had bought one of his pictures and proposed to convert it to commercial purposes. The merchant was restrained by judicial injunction, the court holding that the artist had a sufficient interest in his reputation to entitle him to protection from such use of his work.

Some of Landseer's famous animal paintings have been reproduced as advertisements. His ideas have even been utilized in the making of lager-beer cards and labels on kegs.

It is said that Meissonier refused \$100,000 for a picture to be used as an advertisement, considering that it would be a detriment to his reputation and a degradation of art.

The designs of some of the national pictures in Washington have been uti-

lized as drop curtains by scenic artists. Notable instances of this were "The Landing of Columbus," at the Grand Opera House, and "De Soto Discovering the Mississippi," at another theater.

Effie Essler, the actress, had a theatrical poster manufactured by reproducing the head of a Magdalen, by Guido Reni, only she introduced a portrait of herself in place of the original face. Margaret Mather got up a poster for her "Romeo and Juliet" by using the work of Carl Becker, vice-president of the Berlin Academy. The wine merchants and the tobacconists have vied with each other in seizing upon the ideas of noted painters and working them over into advertising cards. The work of Rosa Bonheur, notably "The Horse Fair," has been ruthlessly seized to make up advertisements for horse fairs and sales, and there seems to be no end of the ways in which the whole or parts of great works of art are copied and rushed into the channels of trade. There is a certain liniment advertised with a picture of St. Antonius, surrounded by a halo. There is a certain bitters that has adopted as a trademark a famous picture of St. George and the Dragon. Some time ago a Bowery jeweler got Eastman Johnson to paint for him a picture of a street gamin stealing a smoke from a cigar, which was held behind his back by a gentleman looking into a show window. It was a comical idea, and the owner of the picture circulated it far and wide.

The enterprise and bold competition of modern business methods are doubtless fully equal to the hiring of a Shakespeare to write a handbill or a Rembrandt to paint a sign. Nothing appears to be too sacred for the advertiser. The variety and cheapness of modern methods of reproduction have given a quiet impetus to these artistic thefts. At present there seems to be no check or hindrance to it, and little if any protection for the originators of artistic ideas.—*New York Sun.*

THE day is near at hand when all persons of any enterprising spirit will say with one voice that there are no prospects whatever for the one who does not advertise. The expense it involves will be put in with the amount of needed capital.—*T. H. Cahill.*

THE BIG MAGAZINES.

Maurice Thompson, writing in *America* on literary topics, asserts that a national magazine started in Chicago now would stand a good chance of success. The point is discussed as follows :

A few years ago New York capital was afraid of books, just as Chicago capital now is. It had a few well-to-do publishers, while Boston queened it over the literary markets. Every body said: "Oh, New York is given over to gross trade, she never can be a literary center." Does anybody know what changed all this? I know. It was a trio of men—Holland, Smith and Scribner. These three, when they founded the old *Scribner's Magazine*, turned the tide. That magazine and its successor, the *Century*, should have the credit of opening New York's doors to the literary world, and no one thing has ever done more for the wealth of that great city. I do not mean by this statement to disparage other magazines; but a glance back at the old volumes of *Harper's*, for instance, will show that the old *Scribner's* set the pace for the new gait, and that the *Century* kept up the rush and the lead till *Harper's* slowly awoke and dashed up to the line. Now New York has its plateau of powerful magazines, while Boston, with her *Atlantic*, solitary, but good as the best, drones along in the same old fashion. Recently Philadelphia has been taking a new growth, and it looks as if she might take again something like her ancient literary place. *Lippincott's Magazine* is forming itself, after some dangerous experiment, on good lines, and under the guidance of Curtis and Bok the *Ladies' Home Journal* is assuming an aspect of power with a circulation of over half a million. Centers are shifting, or, rather, centers are multiplying.

The publisher of a great magazine told me recently that the subscribers for his journal, his clientele, in fact—were largely in the West, with a gradual increase in the South. The free school is multiplying the demand for literature. Where the bulk of population is, there will be, if it is not already, the bulk of readers.

The time is ripe for a first-class magazine of literature and art in Chicago. The coming of the World's Fair is the golden point. I shall expect to be laughed at for saying this; but it is true, nevertheless. This magazine should be American, not merely Western, for in fact there is no longer any West. It should not be provincial, for that would confine its influence and limit its welcome. Started on its course now and brought up to a high standard by the time the Exposition is on, and all eyes are upon Chicago, it would be an assured success, not as a Western magazine, but as a world's magazine issuing from one of the world's greatest cities and out of the heart of the world's very greatest country. The time is as ripe in Chicago for such a venture as it was in New York twenty years ago, when Holland, Smith and Scribner changed the center of literary forces from Boston to New York by the founding of their magazine.

I remarked awhile ago that nothing ever did so much for New York City as the founding of the *Century* (old *Scribner's*) magazine. It gave such an impetus to art and letters in the country, that for a time it looked as if everybody meant to be an artist or a writer. The book business has come to be one of the large divisions of New York trade. What an

influence the magazines wield is suggested by their advertising pages, which are growing cumbersomely numerous.

A JOURNALISTIC PHENOMENON.

From the Western Journalist.

Our subscription lists could stand crowding.

PUBLISHING A PAPER UNDER DIFFICULTIES.

From the Macleod (Can.) Gazette.

This week the editor and the devil both being absent, there is only one man left to sail the ship. But she'll get there all the same.

MISSING AN OPPORTUNITY.

From Light.

Daly-W. L. Douglas, the three-dollar-shoe man, declined to run for Congress in Massachusetts.

Bronson—That was strange. I should have thought he would want to advertise his shoes by showing how well he can run in them.

COURTSHIP AND ADVERTISING.

From the National Journalist.

Word your announcement frankly. Talk about your specialty with candor and plainness. Elaborate only within honest limits. Rather idealize the article than your advertisement of it. Do not bluster and shout and lie. How did you advertise yourself to the fair girl who is now your wife? Why not use the same ingenuous honesty in getting customers? Take them into your confidence; tell them just what it is you have to sell, just what it costs them, and just what its uses are. Suppose you had taken the big-black type style in acquainting your sweetheart with your merits—had talked of the "Great Bargain" she would get! Of course you didn't, or she would still be incredulous. Why not extend your good judgment to your newspaper advertising?

TAKING ADVANTAGE OF THE POLITICAL SITUATION.

From the Boston Transcript.

Wideawake—Business is rushing with me now. Advertising does it, though; advertising does it.

Dormant—But doesn't it cost you a pile to advertise?

Wideawake—Next to nothing, old fellow. I just advertise in a free-trade paper a reduction of prices on account of the McKinley bill, and all the high protection sheets copy it into their editorial columns. In order to show up the hollowness of the free-trade editor's arguments by quoting against him the advertisements in his own paper, they don't begrudge giving me their space for nothing. Ah, sir! there's nothing like advertising; but it takes genius—yes, sir, genius, if I do say it—to get your advertising for nothing.

WANTS.

Advertisements under this head 25 cents a line

WANTED—Experienced man to canvass small city for subscribers to Local Daily Newspaper. Address with terms and references, "PUSH," care PRINTERS' INK.

POSITION wanted by a gentleman in the Business Department of a Newspaper or Magazine. 17 years' experience (five as sole business manager). Moderate salary. Good references. Address P. O. Box 3448, Boston, Mass.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

FIGARO.

N. Y. Argosy, 114,000 w.

ALLEN'S LISTS ARE strong.

FARMERS' CALL, Quincy, Ill.

NEW HAVEN NEWS.—Best advertising medium.

SAN FRANCISCO BULLETIN is read by the purchasing class.

WEATHERFORD (Texas) CONSTITUTION, 1 in., 1 yr., \$2.00 net.

SAN FRANCISCO CALL has the most "Want" advertisements.

THIE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.

SAN FRANCISCO CALL is the best morning newspaper in California.

SAN FRANCISCO BULLETIN, the leading Evening Paper of California.

SAN FRANCISCO CALL is the people's medium and a family paper.

SAN FRANCISCO BULLETIN has the largest bona fide circulation.

ADVERTISERS reach all Southwest Texas through THE BOERNE POST.

HOME SEEKER.—Monthly. 1,500,000 members. 15c. per line. New York.

SAN FRANCISCO CALL is unequalled in circulation, character and influence.

HOME SEEKER, N. Y.—Building Associations. How organized and developed.

THIE HOUSEHOLD PILOT, New Haven. Monthly circulation over 30,000 copies.

TRIAL ADS., one cent per line, of seven words. THE TIMES, Rushsylvania, O.

THIE MODERN QUEEN, New Haven. 16 pages. Monthly circulation over 60,000.

AMERICAN HOME GRAPHIC, 743 Broadway (Scribner Building), N. Y. Send for rates.

FIGARO—CHICAGO—Goes weekly to the best and wealthiest people of the city.

WESTERN PLOWMAN, 10,000 Dealers, 15,000 Farmers, every month. Moline, Ill.

SAN FRANCISCO CALL, estab. 1883; actual circulation : D. 49,300; S. 51,210; W. 22,946

OWN A NEWSPAPER—No type necessary. N. Y. NEWSPAPER UNION, N. Y.

DOCCTORS read THE THERAPEUTIC ANALYST. Contains the best medical literature. Guaranteed issue over 5,000 m.

IFP I had but \$1,000.00 to expend in advertising, I would spend it all in Allen's Lists.—Frank Finch, Seedman, Clyde, New York.

YOU can run a local illustrated paper at a profit. We will tell you how. ATLANTIC PUBLISHING COMPANY, 35 Warren St., New York City.

THE HERALD, published at Halifax, Nova Scotia, is one of a "PREFERRED LIST" of newspapers recommended to advertisers by Geo. P. Rowell & Co.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

THE SOUTHERN HORTICULTURAL JOURNAL, Weatherford, Texas, is the leading horticultural paper of the South and has the largest circulation.

GOOD NEWS; boys' and girls' paper; 16 pages ; illustrated ; circulation 100,000, 50 cents a line. STREET & SMITH, Publishers, 25 to 31 Rose St., New York.

PAPEDE DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PAINTERS' INK.

THIE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

ICAREFULLY Distribute Circulars, and Sample Signs nailed up, etc., in Cumberland, Cape May and Salem Counties, N. J. Address, with stamp, H. BAILEY, Port Norris, N. J.

ELECTROTYPES.—Reasonable rates; good and prompt work. Send for estimates. EASTERN ELECTROTYPE AND P. S. CO. T. R. MAGEE, Manager, No. 37 Custom House St., Providence, R. I.

THIE WEEKLY WITNESS, New York City. Is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

ADVERTISERS, I will nail up signs, distribute circulars, papers, samples, etc., at reasonable rates, throughout Cambria and surrounding counties. Truly, WM. HERTZOG, Box 98, Carrollton, Pa.

THIE VOICE, published in New York City. Is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THIE GUARDIAN ANGEL, published in Philadelphia, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

THIE CHRISTIAN ADVOCATE, New York City, is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 30,000 and 75,000 copies each issue.

THIE PHARMACEUTICAL ERA, published at Detroit, Mich., is one of a select list of pharmaceutical journals recommended by Geo. P. Rowell & Co. The ERA has the largest circulation of any journal to the drug trade.

FARM-POULTRY, Boston, Mass.—Aby edited to instruct the artisans, mechanics and families in the suburbs of towns who, as well as farmers. Keep a Few Hens, how to keep Poultry for Profit; therefore, an excellent general advertisers' medium.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—22 Times Building, New York. J. C. BUSH, Manager.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 26 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertising 60 cents per line, with discounts for amounts.

THIE MEDICAL WORLD (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

HOME SEEKER.—\$1.00 a year. Sample free. Land, building, furnishing and co-operation. 238 Broadway, New York.

NORWICH, CONNECTICUT.—Geo. P. Howell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list THE BULLETIN, Daily and Weekly, is named for Norwich.

PICAYUNE, New Orleans, La.—Geo. P. Howell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. THE PICAYUNE, of New Orleans, La., is included in this list.

UNION AND ADVERTISER, Rochester, N. Y.—Geo. P. Howell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. The Rochester UNION is included in this list.

JOURNAL AND COURIER, New Haven, Ct.—Geo. P. Howell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. THE JOURNAL AND COURIER, of New Haven, is included in this list.

OHIO STATE JOURNAL.—The American Newspaper Directory and all other authorities on newspapers say that THE OHIO STATE JOURNAL is the leading newspaper in Columbus, Ohio, a growing and important city of ninety thousand. The circulation of the Daily averaged 12,500 for the past three months. The Sunday edition averaged 15,000 for the same period. Be sure to include it with your list.

THE LEADER, Daily and Weekly, Springfield, Mo., is acknowledged to be the best family newspaper in the Southwest. It is therefore the most valuable advertising medium. A glance at THE LEADER will substantiate this fact. Being a member of the Trans-Mississippi Associated Press, the news of the world is furnished daily. THE LEADER solicits advertising from all reliable agents and the public generally. CHAMBERS & KENNEDY.

FOR a check for \$30 we will insert ten lines one week in all the five Religious Newspapers catalogued below:

CHRISTIAN ADVOCATE, New York, N.Y.
CHRISTIAN HERALD, New York, N.Y.
INDEPENDENT, New York, N.Y.

OBSERVER, New York, N.Y.

SUNDAY-SCHOOL TIMES, Philadelphia, Pa.

A regular issue of more than a quarter of a million copies is claimed for these Religious Weeklies. Ten lines will accommodate about 75 words; 250,000 copies for \$30. Send check and copy of advertisement to be used to GEO. P. HOWELL & CO., 10 Spruce St., New York.

FOR a check for \$30 we will insert a ten-line advertisement once in all the Children's Periodicals catalogued below:

YOUTH'S COMPANION, Boston, Mass.
ARGOSY, New York, N.Y.

HARPER'S YOUNG PEOPLE, New York,
ST. NICHOLAS, New York, N.Y.

GOLDEN DAWN, Philadelphia, Pa.

It is believed that each issue of the five above-named periodicals finds admission into more than six hundred thousand different families in which there are children. Ten lines will accommodate about 75 words; 600,000 copies for \$30. Send check and copy of advertisement to be used to GEO. P. HOWELL & CO., 10 Spruce St., New York.

FOR a check for \$50 we will insert ten lines in ONE THOUSAND AMERICAN NEWSPAPERS of our own selection, and send it out the very day it comes to hand. The advertisement will appear in one thousand distinctly separate newspapers; files of all of which may be examined by the advertiser if he so desires. Ten lines will accommodate about 75 words; 1,000 weekly newspapers for \$50. Send check and copy of advertisement to be used to GEO. P. HOWELL & CO., 10 Spruce St., New York.

FOR a check for \$20 we will insert a ten-line advertisement once in all the five Weekly Story Papers catalogued below:

FAMILY STORY PAPER, New York, N.Y.
FIRESIDE COMPANION, New York, N.Y.
NEW YORK WEEKLY, New York, N.Y.

TEXAS SIFTINGS, New York, N.Y.

SATURDAY NIGHT, Philadelphia, Pa.

A weekly sale of over seven hundred thousand copies is claimed for these publications. Ten lines will accommodate about 75 words; 700,000 copies for \$50. Send check and copy of advertisement to be used to GEO. P. HOWELL & CO., 10 Spruce St., New York.

FOR a check for \$20 we will insert a ten-line advertisement once in all the five Literary Publications catalogued below:

CENTURY MAGAZINE, New York, N.Y.
SCRIBNER'S MAGAZINE, New York, N.Y.
HARPER'S MAGAZINE, New York, N.Y.
HARPER'S WEEKLY, New York, N.Y.

HARPER'S BAZAR, New York, N.Y.

It is believed that more than six hundred thousand copies are sold of every issue of the above-named periodicals. Ten lines will accommodate about 75 words; 600,000 copies for \$50. Send check and copy of advertisement to be used to GEO. P. HOWELL & CO., 10 Spruce St., New York.

FOR a check for \$4 we will insert ten lines once in all the five Agricultural Publications catalogued below:

*FARM AND HOME, Springfield, Mass.

AMERICAN AGRICULTURIST, New York.

AMERICAN RURAL HOME, Rochester, N.Y.

*FARM AND FIRESIDE, Springfield, Ohio.

FARM JOURNAL, Philadelphia, Pa.

A regular issue of more than eight hundred thousand copies is claimed for these Farm Newspapers. Ten lines will accommodate about 75 words; 800,000 copies for \$4. Send check and copy of advertisement to be used to

GEO. P. HOWELL & CO., 10 Spruce St., New York.

*All editions included.

FOR a check for \$20 we will print ten lines in ONE MILLION ISSUES of leading American Newspapers (our own selection), and complete the work within ten days. This is at the rate of only one-fifth of a cent a line, for 1,000 circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before one Million different newspaper purchasers—or MILLION READERS. If it is true, as is sometimes stated, that every newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. One million issues for \$20. Send check and copy of advertisement to be used to GEO. P. HOWELL & CO., 10 Spruce St., New York.

FOR a check for \$20 we will insert a ten-line advertisement one week in all the five Home and Family Weeklies catalogued below. These are the People's Newspapers:

NATIONAL TRIBUNE, Washington, D.C.
INTER OCEAN, Chicago, Ill.

FREE PRESS, Detroit, Mich.

WORLD, New York, N.Y.

BLADE, Toledo, Ohio.

No one of the above-named publications is believed to issue so small a number as seventy-five thousand copies weekly, and three of them issue considerably more than one hundred thousand. Ten lines will accommodate about 75 words; 500,000 copies for \$20. Send check and copy of advertisement to be used to GEO. P. HOWELL & CO., 10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, NOVEMBER 19, 1890.

THERE are now 20,429 names on the subscription list of PRINTERS' INK.

IN making its report of circulation for the purpose of securing a correct rating in the American Newspaper Directory, a country paper adds this interesting item of information: "In case of a horse race, wedding or similar important event we add a quire or two more."

THE merits of Canada as a field for advertising American goods is discussed in an intelligent and interesting manner on another page. The writer, Mr. John R. Allan, is the advertising manager of the leading patent-medicine house of T. Milburn & Co., Toronto, and his suggestions will be of value to advertisers who are looking for other fields to conquer.

IN England the art of bill-posting—if it may be so termed—has reached a much higher development than in this country. The English people are not wholly in sympathy with the efforts of such advertisers, as an incident which occurred a few weeks ago indicates. A business firm having a shop at the top of Ludgate Hill erected a large sign which seriously interfered with the view of St. Paul's. There was much indignation at this, and it was not until open threats of boycotting had been made that the objectionable sign came down. Undoubtedly the enterprise which is being expended in this direction by our British cousins will eventually be turned into the natural channel—the newspaper.

A PAPER that occupies a good special field is sure of having a certain constituency whether it possesses merit or not. Many people read a paper from issue to issue, not so much for what it actually contains as for what it *might* contain.

AN amusing circular is issued by the *American Creamery*. It takes the form of an "original package" bearing on the outside the inviting inscription: "Will you have something?" The contents in this case do not consist of liquid refreshments, however, but an invitation to place an advertisement in the *Creamery's* Directory.

THE desirability of making the advertising columns of a paper attractive is every day becoming more widely realized among publishers. The results of this feeling are to be observed in two directions. Publishers are engaged in the double struggle of educating their advertisers up to making the best use of their space and of educating their readers up to a proper appreciation of the advertiser's effort.

At a late meeting in New York of the Board of Directors of the American Newspaper Publishers' Association, it is reported that the question was discussed: "Which is the best Advertising Agency?" and the opinion expressed and almost unanimously endorsed was that Geo. P. Rowell & Co.'s Newspaper Advertising Bureau is entitled to be so designated; that it does its work in a more satisfactory and business-like manner and makes its remittances with greatest promptness and regularity.

THE *American Advertiser Reporter* quotes PRINTERS' INK's announcement of the establishment of a New York office by the Nashville *Banner*, and then adds this comment:

This confirms, as far as it goes, the *Reporter's* theory that publishers will continue to take a hand, direct, or by their own representatives, in the "foreign" advertising business. It has been intimated in some quarters that close "relations with the general advertising agents" could be "cultivated" best by the papers which were not specially represented in New York. This is an error, when straight legitimate business only is considered, and the right kind of agents, both general and "special," are concerned. It is a pity that there should be any other kind of business or agents, and the *Reporter* thinks that these "other kind" will be gradually (not rapidly) eliminated, to the benefit of all concerned—who are worth benefiting.

ADVERTISING IN "PRINTERS' INK" IN 1891.

Advertising during the current year has been taken for PRINTERS' INK at a uniform price of \$50 a page; 25 cents a line.

Of late the demand has been such as to threaten the requirement of more space than the character of the publication would seem to warrant devoting to advertisements.

Of the characteristics of PRINTERS' INK one that is most valued is its small size. It must be kept small!

In the last part of the year 1889 a proposal was issued offering page contracts for the year 1890 at \$1,000. The first or last page was offered for \$4,000 and the second or next to the last page for \$1,500. In response to these offers orders came for the first and second pages and for four others without position. There have been consequently six standing orders for the year, each one calling for a page of space. These have been found objectionable for three reasons:

First. They occupied too much space.

Second. They were sold at too low a price.

Third. They gave a character of sameness to the advertising pages.

In consideration of the facts above set forth, it has been decided that no reduction from the one-time rates shall hereafter be made for advertisements appearing in PRINTERS' INK — no matter how long continued; consequently no yearly contract will be renewed for 1891. Space may still be taken, however, at the one-time rate for as many weeks as the advertiser chooses to engage it: and for the purpose of offering some inducement and thereby securing two or three orders to take the place of the contracts that will come to an end with the last issue in December, it has been decided to say to publishers, advertising agents and others interested in addressing the advertisers of America: that although we cannot make any discount from schedule one-time rates even for an order extending for a full year, yet we will agree to put down paid-up subscriptions to the amount of 10 per cent of any order sent between now and December 31, 1890, and to the amount of 25 per cent if the order is for an advertisement to be continued for three months: or 33 1-3 per cent

if the order is for six months; or 50 per cent if for a full year, provided the names of subscribers are sent before the advertising contract expires.

With a hope of securing a few orders for space of one-fourth of a page, to be changed weekly, we have decided to offer the following additional inducement, to wit: Upon receipt of an order for one-fourth page, to be inserted the entire year 1891 (price \$650), we will insert the same in all the remaining issues of 1890 free.

A COMPARISON.

To send a postal card to 20,000 people will cost \$200 for the cards, \$25 for writing the addresses and \$25 for printing the communication to be made. PRINTERS' INK goes weekly to over 20,000 persons interested in advertising, and will insert a quarter-page advertisement (size of a postal card) for \$12.50 a week.

PRINTERS' INK is read carefully through by every man who sees it. Printed postal cards usually go into the waste-basket without reading.

For \$12.50 PRINTERS' INK will do work that will cost \$250 to do yourself. For \$650 you can address 20,000 people interested in advertising once a week for a year: and tell a new story every time.

PRINTERS' INK solicits the careful consideration of these facts by publishers who wish to secure the attention and patronage of advertisers.

Address Geo. P. Rowell & Co., Publishers of PRINTERS' INK, No. 10 Spruce St., New York.

FOR SALE.

Advertisements under this head 25 cents a line

PREMIUM PENWORK. The Last Supper; new; 25x38; \$30 per 100. W., 167 W. 49th St.

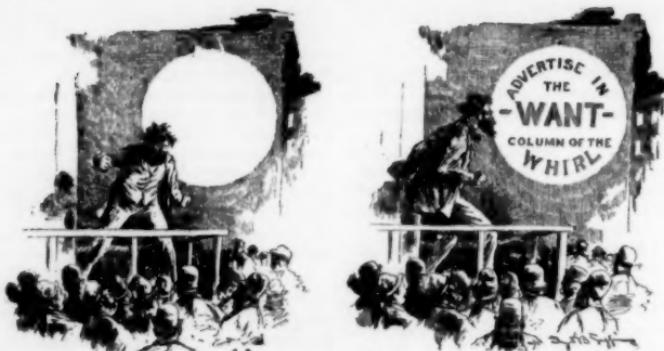
FOR SALE—The Leading Republican Daily in Northwest Missouri. Address H. E. DUBOIS, Trenton, Mo.

JOB PRINTING OUTFIT for sale. Cost over \$600. Sell for less than 36. Terms easy. THURBER & CO., Bay Shore, N. Y.

\$10,000 WILL purchase one of the best Republican newspapers in best county in Iowa. Proprietor 61 years old. Address "IOWA," PRINTERS' INK.

FOR SALE—DAILY AND WEEKLY NEWS-PAPER in live town near New York. Office established forty years. Good business reasons for selling. Address "BARGAIN," care PRINTERS' INK.

A N old-established and successful Book and Job Printing Business. City of over 200,000. Plant about \$14,000. Half cash, balance on time; or would take a partner with some capital, if capable of taking the management. A rare chance. Address, for further particulars, "PRINTER," care PRINTERS' INK.



Labor Agitator—What we want is arbitration! What we want is recognition! What we want is ther sympathy of ther public! Now, how er we goin' ter git ut?

Want Advertisements—All the papers.—*Life*.

Nothing In It.—Editor: Avoid puns when writing jokes.

Spacer—I always do. A pun is usually a void thing.—*Town Topics*.

The Advertising Mania.—"Prisoner, you were caught in the act of thrusting your hand in this lady's pocket."

"It was only to put in the address card of my house of business!"—*Le Patriote*.

Here's a Wife for Somebody.—There is a young woman in New Brunswick who eats nothing but paper. Rural editors with a large supply of back numbers on hand could afford to marry a woman of that sort.—*Munsey's Weekly*.

The Country Journalist's Advantage.—Bronson (to the editor of the *Boontown Banner*): That was a pretty tough story about the cyclone. I don't know how you managed to swallow it.

Editor—Well, you know I have patent sides.—*West Shore*.

"Well," said J. Pulitzer, winking thoughtfully to G. W. Childs as the two admiringly surveyed the World Building from the vicinity of the Sun office, "I guess I can see well enough to keep an eye out for the main chance—eh, G. W.?" Whereupon G. W. said, winking responsively, "I must admit, Joseph, that you beat me in buildings, but what are they in comparison with my obituary poetry?"—*Judge*.

"I wish you would announce in your paper," said a tall woman with brindled hair, "that the ladies of the Steenth Hallelujah Church will give a fair to-morrow."

"Certainly," said the editor. "In the basement of the church?"

"Yes. We intend raffling off a—"

"Raffling? Ah, that alters the case. I am sorry, but we won't be able to make that announcement for you."

"Why, what—"

"If we insert the announcement we are liable to have our paper excluded from the mails as containing a lottery notice. Sorry, but such is the law."—*St. Joseph News*.

The Stereopticon Man Makes a Suggestion.—*Puck*.

Editor (to reporter)—Mr. Pennibs, I must caution you to avoid tautology.

Reporter—Have I used a tautological expression, sir?

Editor—Yes; in this article you speak of "female shoppers."—*Life*.

An Expensive Interview.—Reporter: The expenses were \$3 on that story.

Editor—Eh—how's that?

Reporter—Why, you should know a politician couldn't tell a story as long as that without getting dry; and this fellow was a Kentuckian who got dry at every paragraph.—*The Epoch*.

Jamser—What are you doing nowadays?

Spacer—I am writing the lives of great men for a biographical dictionary that is being compiled.

Spacer—Aren't you afraid to undertake work of that sort?

Spacer—Oh no! The men I am writing about are all dead.—*Puck*.

He Was Very Much Alive.—"Look here, young feller, are you the editor of this habituary notice?" growled a bewhiskered monster at the Spokane Falls *Spokesman's* back parlor.

A newspaper clipping was slapped upon the base-ball editor's table and the voice went on: "I hain't cap'n of the Hot Shot regulators, by jimminy! and I wasn't never born in Panngtong, Conn., that I know of, and I hain't been in no hose scrapes, and, and—say, what do you mean by 'physically speaking, Gulper was a failure?' Say, young man" (here lowering a shaggy head and grinning horribly, while he cracked his finger-joints and cussed his fighting muscles)—

The base-ball editor took from a drawer a pen-wiper and a six-shooter. The man who was not Gulper executed a chasseey to the door and called through the crack, in honey tones:

"I say, old feller, I forgot to say I hain't dead, anyway, and your habituary notice was very nice but all wrong. Why, I'm sound and well as a doon-knob, sir; pert as a pine shaving, too. Good-night, sir."—*Trey (N.Y.) Standard*.

ADVERTISING IN PHILADELPHIA.

Nearly every large establishment in Philadelphia has a man who writes advertisements, and some of them command very large salaries. It is not an easy thing to write a really good "ad.," as any one may find out by trying. At least one extensive advertiser in Philadelphia has special type in which all the advertisements are printed. Each of the leading railroad companies now has a special man in charge of its advertising department, which sometimes occupies several rooms with clerks, pasters, typewriters, stenographers and a large corps of assistants.

Even towns advertise nowadays, and there are at least a hundred cities in the West and South, advertisements of which are appearing in various parts of the country. A picture is often presented giving a bird's-eye view of the harbor, principal buildings and other features. The text is in part a historical description of the towns and in part a technical account of its industries and commerce. Statistics are freely introduced, and the advertisement writer neglects no opportunity for boozing the place and showing it to be in every way superior to its rivals. The opportunities for investment are presented, the desirable openings for manufacturing and mechanical enterprises are shown, and in other ways the attention of business men is drawn to the town as being the place of all places in which their investments should be made. The favorite medium for such advertisements is the Sunday issue of a daily paper. In extent a page is ordinarily employed; sometimes two pages are used. Often a large edition of the paper containing such an advertisement is bought up and the copies are sent all over the land.

The example of a State advertising is the California car containing fruit and other products of that wonderful region now going the rounds of the leading Eastern cities.

Kansas, which is popularly called the Sunflower State, is practically advertising itself in the sunflower-shaped pamphlet of the Husted Investment Company, containing statistics of crops and the population and manufactures of the prominent cities, which is now being circulated all over the country.

Every day proves more and more that give-away schemes, beginning with cheap picture cards and terminating in

diamonds, horses and carriages and town lots, are apt to be boomerangs. Customers are always suspicious of them, and even if they give a temporary advantage they are of little use in the long run.—*Philadelphia Times*.

In the West is the handsomest daily paper of the United States. It is a typographic work of art. Its displayed headings are of the fashionable symmetrical form, the peg-top having been abandoned to make room for the graceful hanging indentation; its advertisements, even to the double-column shriekers for dry goods ever cheaper, are composed in light-face type; its pages are inked a uniform gray black tone; its print paper is tough, tinted a neutral shade of cream white, and not overglazed.—*Hagan Dwen, in the Twentieth Century*.

ADVERTISING is a gear in the machine of a well-regulated store. It cannot sell the goods itself; it only delivers the customer, as it were.—*Milford (Mass.) Journal*.

BEATTY'S ORGANS \$35. Pianos \$150.
For catalogue, address Hon. D. F. BEATTY, Washington, N. J.

OUT-LINE ADVERTISING CUTS.—Tell us your business and we will submit something new for your inspection.
PRESS ASSOCIATION, Columbus, O.

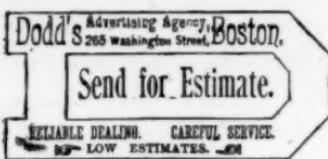
\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. **CENTRAL PRESS ASSOCIAT'N**, Columbus, O.

YE MEN who advertise in rhyme. The writer seeks to know you; He grinds out verses all the time, And any style will show you. Pray write to him—a line at least—C. T. S., 10-14th Street, East.

AUSTRALIAN. Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to do your money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by arrangement with our clients. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 378 George St., Sydney, Australia.

MONEY CAN BE MADE
If you have a good article to sell, by advertising in newspapers. So advertisers say. How did they do it? Write to us about what you have to advertise, and we will tell you how and whether NEWSPAPERS ARE LIKELY TO PAY YOU.

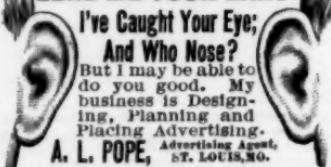
J. L. STACK & CO. ADVERTISING
MANAGEMENT
CONSULTANTS
COLLECTORS
SELLERS
Newspaper Advertising Agents
ST. PAUL, MINN.



You Want Me.

I will write your ads. in a way that will insure big returns. Am a writer on one of the New York dailies, and have a thorough knowledge of advertising. For interview, address "WRITER," care PRINTERS' INK.

LEND ME YOUR EARS!



HELL UPON EARTH,

And How to Keep Out of It!

WOULD YOU BE ENLIGHTENED?

Send for a copy of

Satan in Society; or, Before Marriage and After.

By N. F. COOKE, M.D., LL.D., which Cardinal GIBBONS says is "written with a pen exquisitely delicate." The late President Flinney said: "It should be read by all adult persons," and the Dover (N. H.) Star that "It is a volume to be singled out for its rare eminence." 426 pages, 8vo., bound in cloth. Sent, FREE-PAID, \$2.00. Agents wanted. Circular free.

C. F. VENT CO., Chicago, Ill.



Electrotypes of Christmas Scenes and Subjects. Proofs sent on receipt of 50c. in stamps, which will be deducted from an order of \$3.00 or more. PRESS ENGRAVING CO., 88 Centre St., New York.

A Thousand Newspapers a Day ARE READ BY

The Press Clipping Bureau, Robert and Linn Luce, 105 Milk St., Boston, Mass.

WHO FOR?

Business houses, that want earliest news of construction;

Small houses, that want addresses of probable customers;

Sixty class and trade papers; Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.



A CRITICAL comparison is desired. SHERWOOD RYE (7 years old) has a MATURITY equal to any requirement. Sample Pint 75 cts. (delivered); \$6.50 per gal. (delivered). An excellent XMAS gift.

WIGHT & LEUTZ, COCKEYEVILLE, MD.

The Largest Order for Advertising IN MONTHLY PERIODICALS

Ever Given in the World by a Single Advertiser to a Single Publisher!

ALLEN'S LISTS

receive an order for advertising amounting to

TWENTY-ONE THOUSAND

SIX HUNDRED DOLLARS!

No other publisher will receive this line of advertising because, as the advertiser states: "There exist no other medium good enough and strong enough to carry it."

Honest count wins! Results to advertisers win! High quality of circulation wins! All-round merit wins! ALLEN'S LISTS have been and are paying their patrons better than any other general advertising medium in America.

This is the reason why they are receiving the LARGEST patronage of any General Advertising Medium in America.

OFFICE OF R. W. SEARS,
MINNEAPOLIS, Minn., July 29th, 1890.
E. C. ALLEN, Esq., Augusta, Maine.

Dear Sir—I have this day made a contract with Charles H. Fuller's Advertising Agency for five thousand lines in the advertising columns of Allen's Lists, to be used in twelve issues of same, commencing September, 1890.

I have, as you know, advertised to a considerable extent for some time at all the best advertising media. I have had phenomenal returns from Allen's Lists. According to their cost they have not only paid me better, but immensely better, than any other medium, and it is for this reason that I am now able to patronize them so extensively. This heavy amount of advertising of five thousand lines in twelve issues will be given to other media, and to other advertising media, for the reason that my experience has demonstrated that there exist no other media good enough and strong enough to carry it.

Very truly yours, R. W. SEARS.

A.—

ARTISTIC "ADS"

require fertility in ideas and skill in construction. Catch the eye and you secure the attention. Interest follows naturally. Then business. Striking head-lines

ARE ALWAYS AIDS

to successful advertising. Brevity in remarks is not only the soul of wit, but the source of success. They lead

TO AFFLUENCE.

We have ideas for sale. We write "ads" right, bright, terse and effective. Artistic sketches furnished. Any business under the sun — from gold mines down to soap.

Spend a cent on a postal card for particulars.

O. J. GUDE & CO.,

GENERAL ADVERTISERS,

113 Sixth Avenue, New York.

JOHN S. GREY,
Literary Department.**The National Stockman and Farmer****HAS PAID POSTAGE**

on its LAST TEN ISSUES as follows:

Sept. 4	8,242 lbs.
" 11	8,025 "
" 18	8,746 "
" 25	8,595 "
Oct. 2	8,571 "
" 9	8,359 "
" 16	16,663 "
" 23	8,882 "
" 30	9,183 "
Nov. 6	Average—\$526 6-10 lbs. per week.

Do you know how many papers it takes to weigh 4½ tons? Count them once, or come in and count our list of cash-in-advance subscribers, and examine Post-office receipts.

See a copy before completing your list.

AXTELL, RUSH & CO.,

PUBLISHERS,

PITTSBURGH, PA.

It Costs Money to Take Comfort,

even "via" the U. S. Mails.

As a proof of our assertions, that we are mailing over 500,000 copies of "COMFORT" each month, we hereby show that we have paid one thousand and fifty-four dollars and six cents for postage on September and October "Comfort," and as there are some over ten Comforts to a pound, this proves that our monthly editions run BEYOND OUR GUARANTEE of a half million each month.

Our September bill on second-class matter was \$381.60, and here is the October P. Q. Receipt for \$672.46, which speaks for itself:

No. 51

Post Office, Augusta Me.Date: Oct 31st, 1890

Received of The Gannett & Morse Concern
six hundred seventy two dollars and forty six cents.
 Newspaper and Periodical Postage on 672.46 pounds of the
Concord

\$ 672.46

J H Mauley

Postmaster.

Note.—In case of a news agent the space for the name of publication may be left blank. The Publisher or News Agent will please preserve this receipt.

Had you not better take space now? At the agencies or of THE GANNETT & MORSE CONCERN, Augusta, Maine.

To Newspaper and Job Printers.

THE W. D. WILSON Printing Ink Co.

(LIMITED),

OF NEW YORK CITY,

Gives Every Advantage to their Customers.

They Do Not Pay

the employees of printing offices to use their Ink.

They Do Business

on business principles.

Their Inks Are Guaranteedto be satisfactory, or they may be returned at manufacturers'
expense.**It Will Pay You**

to give them a trial.

Send for Special Prices

and Discounts.

ADDRESS**W. D. Wilson Printing Ink Co., L't'd.,**

140 WILLIAM STREET,

NEW YORK.



THE HOUSEWIFE

Handsomely Illustrated and Devoted to
Fiction,

Fashion,

Flowers,

Fancy Work,

Home Decoration,

Art Needlework,

Stamping,

Painting,

Designing,

Cooking,

Housekeeping;

In short, everything per-
taining to

Woman's Work and

Woman's Pleasure.

The Housewife Subscription List,

Owing to very liberal advertising, will soon reach the **200,000** mark.
Line rate will then be advanced to **\$1.00**. Send in your orders now and get
the benefit of the present low scale of prices.

PRESENT ADVERTISING RATES.—Ordinary displayed adver-
tisements, **50** cents per agate line.

DISCOUNTS.—3 months, or 100 lines, 5 per cent.; 6 months, or 250 lines,
10 per cent.; 12 months, or 500 lines, 20 per cent.

COVER RATES.— $\frac{1}{4}$ page (170 lines), **\$100.00**; $\frac{3}{4}$ page (340 lines),
\$175.00; 1 full page (680 lines), **\$300.00**.

COVER DISCOUNTS.—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos.,
20 per cent. Bills payable monthly. Cash with
order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible Advertising Agency.





There are no secret processes in the publication of

The Kansas City Star.

Advertisers may go into the press room whenever they please and stay as long as they like, any day or every day.

And they are invited to examine the circulation books.

For the week ending November 1st, the circulation of THE KANSAS CITY STAR was as follows :

Monday, Oct. 27.....	40,400
Tuesday, Oct. 28.....	40,500
Wednesday, Oct. 29.....	40,600
Thursday, Oct. 30.....	40,825
Friday, Oct. 31.....	40,550
Saturday, Nov. 1.....	41,050

THE WEEKLY STAR.

The Weekly issue of the STAR for the past three months has been as follows :

Thursday, October 23.....	33,224 copies.
" " 16.....	32,407 "
" " 9.....	31,900 "
" " 2.....	31,523 "
" September 25.....	30,953 "
" " 18.....	30,569 "
" " 11.....	30,200 "
" " 4.....	29,418 "
" August 28.....	28,757 "
" " 21.....	27,737 "
" " 14.....	27,477 "
" " 7.....	26,259 "

A. FRANK RICHARDSON,
SPECIAL AGENT,

13, 14 & 15 Tribune Building,
NEW YORK.

317 Chamber of Commerce,
CHICAGO.

"Nothing Succeeds Like Success."

If you are an advertiser, doubtful as to which papers to use, we would like you to permit us to send you a few copies of our papers. We think when you see how largely they are used by the shrewdest and most successful advertisers in the country, it will help you to make one step in the direction of successful advertising.

Millions of Dollars

made in newspaper advertising by successful advertisers is back of this pith of their opinions:

Sunday School Times,
PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.

"No matter how large our list of papers, it is all the better for having some or all the papers of The Religious Press Association upon it."

Get the commercial rating upon our line of customers. See if they aren't known as the successful advertisers. If you will follow the way they point out, with an article that appeals to well-to-do householders, you are sure some time to be known as "another great success through newspaper advertising."

**One
Price
Advertising**
—
**Without Duplication
of Circulation**
HOME JOURNALS 14 BEST WEEKLIES
Every Week
Over 260,000 Copies
—
Religious Press
Association
Phila



**The Religious
Press
Association,**
Chestnut
& Tenth Sts.,
Philadelphia, Pa.
(Mutual Life
Building.)

THE
3

**ESSENTIALS OF A SUCCESSFUL
ADVERTISING AGENCY**

ARE

Ability to Write, Design and
Display striking and
attractive advertisements—to
get the best possible effect in
the smallest space.

Honesty to work at all times
for the advertiser;
to be ever watchful to secure
him the best possible terms or
special bargains obtainable.

Capital to pay all bills on the
day received, if found
correct; to secure the pub-
lisher from loss in the event of
failure of the advertiser.

To secure these three essentials
Advertisers should address

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
No. 10 SPRUCE ST., N. Y.

It Pays to

Advertise

IN THE Spring

Advertise

IN THE Summer

Advertise

IN THE Fall

Advertise

IN THE Winter

And before placing contracts **IT PAYS**
to communicate with

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

*Would You
Increase Your Business?*

It can be Profitably Increased
by Judicious

Newspaper Advertising.

We have a more thoroughly perfected system, and better facilities for placing Newspaper Advertising, and watching the fulfillment of contracts than has elsewhere been attempted. Files are Kept Three Months for examination by advertisers.

We represent in New York nearly all the leading newspapers in the country.

Advertisements received, prepared, and forwarded daily to all parts of the United States and Canada.

A copy of the AMERICAN NEWSPAPER DIRECTORY for 1890 (price \$5) will be presented to every person who is a patron of Geo. P. Rowell & Co's Advertising Bureau to the amount of \$50.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 SPRUCE ST., NEW YORK.

Before
PLACING YOUR
CONTRACTS
FOR
Newspaper Advertising

DON'T NEGLECT TO
COMMUNICATE
WITH

Geo. P. Rowell & Co's
Newspaper Advertising Bureau,
No. 10 SPRUCE ST., NEW YORK.

 We represent a choice selection of
American periodicals: the best daily
and other Newspapers of the city of New
York and all other American cities; the
leading and most influential Religious,
Agricultural and other Newspapers.

Information

as to cost of any proposed line
of Newspaper Advertising may
be obtained

Free of Charge

upon application to GEO. P.
ROWELL & CO'S Newspaper
Advertising Bureau, 10 Spruce
St., New York City.

An experience of more than
Twenty-five Years, unequalled
facilities, and the control of a
large volume of business, insures

Good Service

—and every possible advantage
in the matter of price is

Guaranteed.

Correspondence invited.

Address as above.